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Jayoti Vidyapeeth Women's University, Jaipur

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A STUDY ON THE EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES IN THE HANDICRAFT BUSINESS: WITH SPECIAL REFERENCE TO SELECTED CITIES OF RAJASTHAN STATE

A Synopsis

Submitted in

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Submitted to :

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FACULTY OF LAW & MANAGEMENT

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DECLARATION

I. I, **Ramkesh Meena** hereby declare that all the statement made in this application are true, complete and correct to the best of my knowledge and belief and in the event of any information being found false or incorrect or any ineligibility being detected before or after the registration for Ph.D. My candidature is liable to be cancelled and legal action may be initiated against me.

II. I have deposited the required fee, as notified by the University regularly.

III. I have noted that if my application is found incomplete / defective, the same is liable to be rejected summarily and no correspondence will be entertained in this regard.

IV. I have read and agree with the University Revised Ph.D. Ordinance No. 14 and UGC Regulation – 2009, and all the Amened Regulations or newly passed Regulations by the UGC on or before below mentioned date.

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1. Introduction

With the rapidly changing digital environment of the present times, the path of marketing has also changed significantly from the conventional methods to more dynamic and interactive digital media. The handicraft sector, which was highly dependent on bricks-and-mortar marketplaces, exhibitions, and word-of-mouth publicity, is now rapidly going the digital way to increase exposure, create brand awareness, and foster customer interaction. In a culturally heterogenous country like India, handicraft is not only a livelihood activity in its own right, but a tangible representation of the heritage and the tradition. Where the state's cultural dynamism is reflected with such vivacity through the crafts and the art, it follows that a consideration of digital marketing and handicraft business has merit.

Rajasthan boasts an extensive variety of traditional crafts such as blue pottery, block print, miniature painting, marble art, and handloom textiles. These crafts find international demand, but artisans traditionally faced market accessibility, limited scale, and poor brand exposure. The advent of online tools like social media advertising, search engine optimization (SEO), online shops, and influencer partnerships has brought new possibilities for these artists and business people to present their merchandise to more widespread, even international, viewers. Online advertising has the chance to cut out intermediaries, have direct relations with consumers, and establish loyal clients.

The applicability of online marketing to the handicraft industry has grown especially since the COVID-19 pandemic, which affected offline selling channels and made it crucial to have a strong online presence. Social media sites such as Instagram, Facebook, Pinterest, and WhatsApp have helped artisans showcase their products, interact with customers, and make sales in real time. Further, platforms like Etsy, Amazon Karigar, and IndiaMart also offer a

medium for handicraft vendors to grow their business outside of geographical confines.

While there is the possibility, digital marketing strategies in Rajasthan's handicraft industry are differently adopted. There are digital literacy, access to technology, language, and funding issues that have continued to deter mass implementation. Some artisans, especially those from rural settings, might not possess the ability or means to successfully use digital means, while others might be limited by content generation, customer relations management, or logistics.

This research aims to assess the effectiveness of digital marketing strategies adopted by handicraft businesses in Rajasthan. It desires to find out which digital tools are being most frequently utilized, how they are affecting sales and brand awareness, and what are the challenges the artisans encounter during their online journey. The study also aims to find out how government initiatives, NGOs, and digital training schemes contribute towards empowering artisans so that they can utilize online markets.

By concentrating on Rajasthan, a state with a vibrant and rich handicraft culture, this study hopes to contribute a sophisticated understanding of how new technology is reshaping conventional businesses. The results can potentially provide actionable recommendations to policymakers, marketers, and craft businesspeople seeking to help span the gap between tradition and technology, and end up contributing to the sustainable development of India's handicraft industry.

2. Research Objectives

1. To assess the extent of digital marketing adoption among handicraft businesses in Rajasthan and identify the most commonly used digital platforms.

2. To evaluate the impact of digital marketing strategies on sales performance, customer engagement, and brand visibility in the handicraft sector.
3. To analyze the challenges faced by artisans and small business owners in implementing and managing digital marketing tools effectively.
4. To examine the role of government schemes, NGOs, and digital literacy programs in promoting digital marketing among handicraft entrepreneurs.
5. To explore consumer perception and behavior towards handicraft products marketed through digital platforms compared to traditional methods.
6. Provide actionable recommendations for enhancing the adoption of digital marketing adoption among handicraft businesses.

3.Review of Literature

1. **Kanojia & Rathore (2025)**This study found that digital marketing strategies play a crucial role in enhancing the performance of small businesses by enabling better customer engagement, improving brand awareness, and increasing market reach. Platforms like websites and social media help businesses understand customer preferences and tailor their strategies accordingly. The findings highlight the necessity of strategic digital tool adoption for long-term growth and competitiveness in today's tech-driven business environment.

2. **Pooja (2024)**The research examined digital marketing effectiveness and found that targeted online strategies significantly influence consumer engagement and behavior. By analyzing different techniques such as social media marketing, SEO, and content marketing, the study concluded that businesses adopting data-driven and consumer-oriented digital practices experienced higher audience interaction and conversion rates. It

emphasized the importance of aligning digital tools with audience demographics for maximum marketing success and brand penetration.

3. **Deb, Rahman & Nafi (2024)**This study revealed that the adoption of digital marketing in handicraft family businesses is driven by factors like perceived ease of use, usefulness, social norms, and behavioral attitudes. Using SEM analysis on survey data, the findings indicate a positive relationship between digital adoption and sustainable business performance. The study offers a framework showing how digital strategies help preserve traditional businesses while modernizing their market presence and economic viability.

4. **Fironika et al. (2024)**This paper focused on using TikTok as a digital marketing tool in Indonesia's handicraft industry. It found that TikTok's e-commerce features, such as live selling and shop integration, helped small artisans reach younger demographics and boost product visibility. The platform also enhanced real-time consumer interaction and brand engagement. The study demonstrates TikTok's potential to serve as an effective marketing tool in the creative economy's digital transformation.

5. **Limpo & Utami (2024)**The study analyzed how social media marketing, SEO, and online customer interaction influence handicraft sales in Bandung. Using SEM-PLS on data from 135 businesses, it found strong positive relationships among these variables. The results show that leveraging digital marketing channels significantly boosts sales growth. The study highlights the importance of integrating these digital strategies to compete effectively and meet consumer expectations in the modern market.

6. **Triayudi et al. (2023)**This research explored how digital marketing improves income for Sekar Handycraft, an Indonesian SME. It found a

significant positive impact, particularly through social media, websites, and e-commerce platforms. The study underscores that effective digital presence increases visibility and market reach. However, it also noted that full benefits depend on digital literacy and infrastructure access, suggesting the need for capacity building among small business owners.

7. **Monica & Darma (2022)**The paper examined digital strategies for Balinese handicrafts in the post-pandemic and emerging metaverse era. It found that platforms like Facebook, Instagram, and WhatsApp increased product exposure and sales. MSMEs embraced digital channels to adapt to shifting consumer habits and pandemic restrictions. The study suggests that a tech-savvy approach, especially social media integration, is essential for survival and growth in the rapidly evolving digital economy.
8. **Attri & Bairagi (2022)**This case study of "Guthali" highlighted the challenges in marketing Indian handicrafts in urban settings and demonstrated how a well-crafted digital marketing strategy could address those barriers. It showed that digital tools improve product visibility and help artisans compete with bigger brands. The paper emphasizes the need for entrepreneurs to develop tailored, resource-sensitive digital plans that align with the values of traditional handcraft businesses while appealing to modern consumers.
9. **Vaculčikova, Tučková & Nguyen (2020)**This research found that Vietnamese handicraft businesses underutilize digital marketing due to limited IT resources and skills. Despite this, there was strong interest in adopting online marketing to improve tourism and export opportunities. Businesses expressed the need for training and consultancy support. The study concludes that with proper digital education and infrastructure, these enterprises could enhance their competitiveness and economic contribution significantly.

10. **Nguyen (2018)**Nguyen's study aimed at improving tourism market access for Vietnamese craft villages through digital marketing. The findings identified a lack of knowledge and strategy as key barriers to adoption. The paper proposed initial training programs and tailored digital strategies as solutions. These interventions were found to significantly increase digital readiness and market visibility, providing traditional villages with modern tools to expand their customer base and sustain economic growth.

4. Research Gap

Digital marketing has proven to be an effective business growth tool, but its uptake and performance in the handicraft industry, especially in culturally endowed areas such as Rajasthan, are yet to be fully explored. Although previous studies recognize the overall advantages of digital platforms for MSMEs, there is little targeted research examining how digital marketing practices directly influence handicraft companies in Rajasthan a state famous for its traditional arts and crafts as well as artisanal heritage.

Much of the existing literature focuses on urban MSMEs with ready access to state-of-the-art infrastructure and inputs, while Rajasthan handicraft units are predominantly rural or semi-urban and subject to specific obstacles like digital illiteracy, low internet penetration, poor training, and linguistic limitations. While research such as that by Deb et al. (2024) and Attri & Bairagi (2022) investigates digital marketing's influence in comparable settings, it does not present a regional evaluation of the impact on buyer behavior, artisan earnings, and market penetration of strategies like social media marketing, integration with e-commerce, or influencer partnerships in the Rajasthani environment.

In addition, very few studies exist about the awareness, preparedness, and difficulties of artisans adopting digital tools in a state where conventional sales

platforms such as exhibitions and local markets continue to predominate. Data-based appraisals on the return on investment (ROI) of digital marketing activities for artisans are also scarce. The long-term viability and scaling of such interventions in Rajasthan's handicraft industry also lack proper studies.

This lacuna offers the possibility of carrying out a region-focused case study that identifies whether digital marketing is effective in empowering Rajasthani artisans, enhancing business visibility, and maintaining cultural heritage. This study could yield useful insights to policymakers, NGOs, and marketers endeavoring to close the digital gap in traditional sectors.

5. Research Methodology and Materials

5.1. Research Design:

The study will employ a mixed-method research design, combining quantitative surveys and qualitative interviews. Data will be collected from handicraft business owners across Rajasthan. This approach will help assess the future effectiveness of digital marketing strategies, identify adoption challenges, and provide insights for enhancing online presence in the handicraft sector.

5.2 Hypothesis of the study

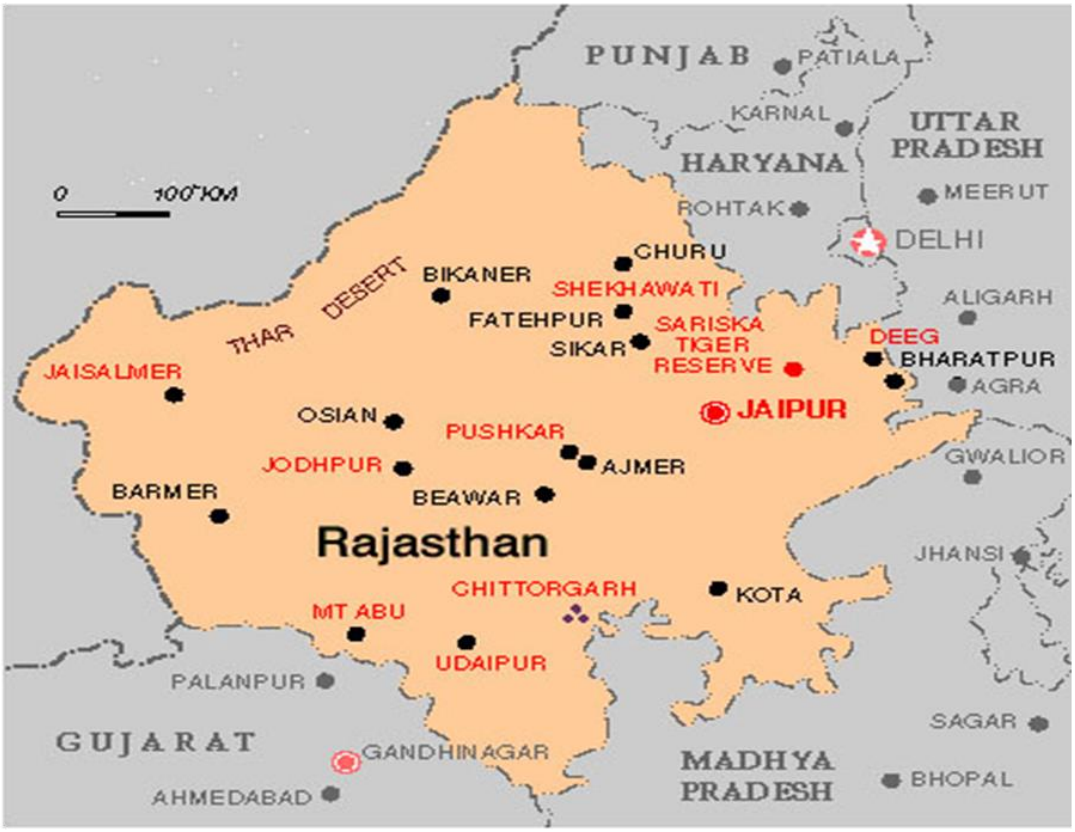
- H_{o1}**:** There is **no significant impact** of digital marketing strategies on sales performance, customer engagement, or brand visibility among handicraft businesses in Rajasthan. H_{o1}
- H_1 **:** Digital marketing strategies have a **significant positive impact** on sales performance, customer engagement, and brand visibility among handicraft businesses in Rajasthan.
- H_{o2}**:** There is **no significant difference** in consumer perception and buying behavior between handicraft products marketed through digital platforms and those marketed through traditional methods.

- **H_2:** There is a **significant difference** in consumer perception and buying behavior towards handicraft products marketed through digital platforms compared to traditional methods.

5.3. Sampling Strategy

The research will adopt a stratified random sampling approach to ensure representation across various districts and types of handicrafts in selected cities of Rajasthan, including textiles, pottery, woodwork, and jewelry. The sampling frame will consist of artisans and small business owners who are either currently engaged in or considering the use of digital marketing. Participants within each stratum will be selected randomly to minimize bias. This approach ensures balanced representation from both urban and rural areas, providing a more accurate assessment of digital marketing performance across different demographic and operational segments of the handicraft industry.

5.3.1Sample Size



A total of 500 respondents will be selected for the study from the selected cities of Rajasthan (Jaipur, Jodhpur, Udaipur, Bikaner, Jaisalmer). This sample size is considered sufficient to capture diverse perspectives and generate representative insights into the effectiveness of digital marketing strategies in Rajasthan's handicraft sector.

Table 1 : Number of Respondents

S.No.	City	No. of Respondents
1	Jaipur	100
2	Jodhpur	100
3	Udaipur	100
4	Bikaner	100
5	Jaisalmer	100
	Total	**500**

5.4. Data Collection Methods:

Primary Data Collection: Primary data will be collected from 500 respondents through structured questionnaires and in-depth interviews with artisans and small business owners in selected cities (Jaipur, Jodhpur, Udaipur, Bikaner, Jaisalmer) of Rajasthan's handicraft sector. These surveys will focus on digital marketing strategies, the platforms used, and their perceived effectiveness. Direct interactions will help ensure accurate and relevant insights for the study.

Secondary Data Collection: Secondary data will be obtained from government publications, academic journals, industry reports, and reputable online sources related to handicrafts and digital marketing. These materials will provide historical context, emerging trends, and background information, which will support and enhance the interpretation of primary data in the research.

5.5. Data Analysis:

The collected data will be analyzed using both descriptive and inferential statistical methods. Frequencies, percentages, and mean scores will summarize respondent demographics and overall trends. To test the hypotheses, techniques such as t-tests and ANOVA will be applied to evaluate the impact of digital marketing on sales performance, customer engagement, and brand visibility . Additionally, chi-square tests and comparative analysis will examine differences in consumer perception and buying behavior between digital and traditional marketing methods . The findings will determine the statistical significance of digital strategies in enhancing the performance of Rajasthan's handicraft sector.

5.6 Time period of the study

The study will be conducted over a four-year period from 2021 to 2024, focusing on the effectiveness of digital marketing strategies among handicraft businesses in Rajasthan. This period will be chosen to observe the post-pandemic shift towards digital platforms and how artisans adapt to changing market dynamics. It will allow the researcher to examine long-term impacts on sales performance, customer engagement, and brand visibility. By analyzing data across these years, the study will aim to capture evolving trends, technological integration, and shifts in consumer behavior, thereby providing a comprehensive future-focused evaluation of digital marketing in the handicraft sector.

5.6.1 EXPECTED DURATION OF THE WORK

Table 2 :Duration of the work

Task	Expected Duration
Literature Review	4 months
Data Collection	9 months
Data Analysis	7 months
Interpretation of Results	1 months
Report Writing	3 months

5.6.2 FACLITY AVAILABLE FOR WORK

Table 3 :Facility

Facility	Place
Library	Jayoti Vidyapeeth Women's University, Jaipur University of Rajasthan
Internet Connection	Jayoti Vidyapeeth Women's University, Jaipur

5.6 Materials:

1. Survey Questionnaire:

The survey questionnaire will be designed to collect quantitative data on various aspects of digital marketing strategies used by handicraft businesses in selected cities of Rajasthan. It will include questions on the types of digital platforms used, frequency of use, perceived effectiveness in increasing sales, customer engagement, and brand visibility. The questionnaire will help quantify trends and measure the impact of digital marketing on business performance.

2. Interview Guide:

An interview guide will be prepared to conduct semi-structured interviews with handicraft entrepreneurs, digital marketers, and stakeholders. Open-ended questions will explore in-depth insights into the motivations behind adopting digital marketing, strategies implemented, challenges faced, and perceived outcomes. The guide will help capture qualitative dimensions of digital transformation in the handicraft sector.

3. Data Collection Tools:

Data collection tools will include online platforms such as Google Forms for distributing and gathering survey responses, as well as audio recording devices and note-taking materials for interviews. These tools will ensure efficient, accurate, and systematic collection of both quantitative and qualitative data, enhancing the reliability of the study.

4. Data analysis tool

For analyzing data on digital marketing effectiveness, the study will utilize parametric statistical methods such as t-tests and ANOVA to determine the significance of relationships between digital marketing practices and business outcomes like sales growth, customer engagement, and brand recognition. Regression analysis will help assess the strength and direction of these relationships. If parametric assumptions are not met, non-parametric methods will be applied accordingly.

5. Data Analysis Software:

Quantitative data will be analyzed using statistical software such as SPSS (Statistical Package for the Social Sciences). This software will enable the application of advanced statistical techniques, ensuring accurate interpretation

of results. Qualitative data from interviews will be thematically analyzed using coding techniques to identify recurring patterns and insights.

6. Ethical considerations

Ethical integrity will be upheld throughout the research process. Participants will be informed about the study's purpose, and their consent will be obtained before data collection. Confidentiality and anonymity will be strictly maintained. The study will avoid any form of bias, adhere to institutional ethical guidelines, and respect cultural values and business sensitivities within the handicraft community of Rajasthan.

7. Expected outcome of the proposed work

The expected outcome of the proposed study will be to provide valuable insights into the current use, effectiveness, and challenges of digital marketing among handicraft businesses in Rajasthan. The research will identify successful strategies, gaps in implementation, and areas for improvement. The findings will contribute to academic knowledge and offer practical recommendations for artisans, marketers, and policymakers to enhance digital engagement, increase market reach, and promote sustainable growth in the handicraft sector.

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Signature of the Supervisor/Guide Signature of the Candidate

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